



COMMONWEALTH of VIRGINIA

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CHIEF OPERATING OFFICER / SECRETARY TO THE BOARD
W. CURTIS COLEBURN, III

CIRCULAR LETTER 2-04

TO: ALL SOLICITOR SALESMEN

SUBJECT: UNAUTHORIZED ACTIVITIES

The ABC Bureau of Law Enforcement is experiencing an increase in the number of violations committed by representatives of wine, beer and distilled spirits manufacturers.

Such violations include distributing novelty items to patrons, purchasing drinks for patrons and providing unauthorized gifts and services to retail licensees. These activities are being committed by persons who hold solicitor salesmen permits and by third party marketing companies hired by the manufacturers who (illegally) do not hold a permit.

Virginia ABC Regulations 3 VAC 5-30-50, 3 VAC 5-60-10, 3 VAC 5-60-80 and Code of Virginia 4.1-216.C and 4.1-330 outline the activities that are permitted and prohibited by solicitor salesmen.

HELD: Manufacturers or their representatives who violate ABC laws and regulations are subject to a suspension or revocation of their permit as well as a civil penalty up to \$250,000. In addition, the Board may suspend or terminate the sale of distilled spirits manufacturer's products within the Commonwealth.

INQUIRIES: Any inquiries or concern should be directed to SAC Shawn P. Walker, Compliance Unit, P.O. Box 27491, Richmond, VA 23261.

W. Curtis Coleburn, III
Chief Operating Officer/Secretary To The Board